

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549

FORM 8-K

**CURRENT REPORT PURSUANT
TO SECTION 13 OR 15(D) OF THE
SECURITIES EXCHANGE ACT OF 1934**

Date of report (Date of earliest event reported): October 18, 2018

National Beverage Corp.

(Exact Name of Registrant as Specified in Its Charter)

Delaware

(State or Other Jurisdiction of Incorporation)

1-14170

(Commission File Number)

59-2605822

(IRS Employer Identification No.)

8100 SW Tenth Street, Suite 4000
Fort Lauderdale, Florida

(Address of Principal Executive Offices)

33324

(Zip Code)

(954) 581-0922

(Registrant's Telephone Number, Including Area Code)

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR §230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR §240.12b-2).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 8.01 Other Events

On October 18, 2018 the company issued a news release entitled “LaCroix Essences Confirmed As *Natural*”. The release is attached hereto as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibit

(d) Exhibits

[Exhibit 99.1 News release entitled “LaCroix Essences Confirmed As *Natural*”](#)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

National Beverage Corp.
(Registrant)

Date: October 19, 2018

/s/ George R. Bracken
George R. Bracken
Executive Vice President – Finance
Principal Financial Officer

EXHIBIT INDEX

Exhibit 99.1 News release entitled “LaCroix Essences Confirmed As *Natural*”



NASDAQ: FIZZ
For Immediate Release
Contact: Office of the Chairman, Grace Keene

**LACROIX'S ESSENCES
CONFIRMED AS
"NATURAL"**

FORT LAUDERDALE, FL, October 18, 2018 . . . National Beverage Corp. (NASDAQ: FIZZ) has announced the results of testing performed by a certified independent laboratory.

A lab, accredited under the strict standards set by the International Standards Organization, tested vendor supplied ingredients to confirm they were derived from natural sources, such as fruit, instead of being artificially created in a lab. The rigorous standards of the American Society for Testing and Materials conclusively proved that no trace of artificial or synthetic additives was found.

The United States Food and Drug Administration (FDA) has stated that the description '*natural*' on a food label is truthful and non-misleading when 'nothing artificial or synthetic (including all color additives regardless of source) has been included in, or has been added.'

"While we and our loyal consumers never doubted the outcome of these tests, the results affirm our authenticity to our devoted consumers, retail partners, employees and shareholders," stated Nick A. Caporella, Chairman and Chief Executive Officer.

"All of those wonderful people whose goodness, science, loyalty, courage and compassion, who have supported LaCroix vigorously, should be beaming today! I personally want to extend our deepest appreciation to all those who took their valuable time in support of LaCroix.

-more-



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Suite 4000
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Phone: 877-NBC-FIZZ
www.nationalbeverage.com

Our innocence was severely tested these last few weeks with critics using cruel and heartless descriptions that tore at our hearts with shameless fabrications resulting in hundreds of millions of dollars of investor losses by their *now proven false* allegations. Is our moral code of justice, *'Innocent Until Proven Guilty'*, a once honored and revered dogma, now *synthetic*? In business today, is there protection for the innocent? It is unfortunate we live in a time when unscrupulous and misleading allegations can be made with complete disregard for the reputation, credibility and integrity of a person, company or brand.

'Innocence' is our steadfast claim – and that's as good as it gets!" Caporella concluded.

More information can be found at www.readthetruefacts.com.

Our Way is *Tastefully . . .*
Sparkling !!

Innovation should be new – but ours has the 'essence' to refresh and captivate with FIZZ + Fun

"Patriotism" – If Only We Could Bottle It!



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